



Town of Arlington, Massachusetts
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Minutes 01/25/2012

Arlington Committee on Tourism and Economic Development

Wednesday, January 25, 2012, 7:00 to 8:30 p.m.

Cutter Gallery, Jefferson Cutter House, Lower Level, One Whittemore Park, Arlington, MA

Minutes

Present: Angela Olszewski, Roland Chaput, Kirsi Allison-Ampe, Tom Davison, Howard Winkler, Sharon Shaloo

Absent: Clarissa Rowe, Diane Mahon, Carol Kowalski, Mike Ginns, JoAnn Robinson, Daniel Hodges, Robert Bowes

The Meeting was called to order at 7:02 p.m.

Minutes of the November 2011 meeting will be reviewed at a future meeting of the Committee.

Committee Membership

Clarissa Rowe will report at the next meeting of the committee on new members. Angela Olszewski will reach out to those members who have not been active on the committee to discuss their tenure and report to the Committee at its February meeting

Committee Budget and Reimbursements

Roly will meet with Liz Carey in the Comptroller's Office to establish budget procedures.

Reports of Subcommittees and Updates on Current Projects

Battle Road Scenic Byway: The designation process is moving forward from the state to federal level. MAPC will be holding an open house in February. Angela will forward the information to the committee

Outreach to museums and business community: The Committee has successfully completed outreach to and discussions with the three museums in town, and now will undertake outreach to three groups:

- The Chamber of Commerce and Rotary Leadership: Angela will work with Bob Bowes on scheduling this meeting, which is likely to be a breakfast meeting. She will inform the committee when she has a date for this meeting.
- The Tourism Councils of Lexington, Lincoln and Concord. Sharon will contact Clarissa to get contact information for these three committees. Tom and Kirsi will work in subcommittee to draft a set of questions we will use to do the outreach. We shall report back to the committee on both issues in February.
- Cultural Organizations and Arts-Friendly Businesses in Arlington. This outreach will be the last in our line of efforts, to be held in late Spring. Sharon will send out a report that the Arlington Cultural Council developed three years ago that will start our list of organizations to contact for this effort. Committee members will suggest

additions/changes on review.

Cultural sites and directional signage: Clarissa Rowe is working on a warrant article. The Committee hopes to receive a draft of this article for review in advance of the next meeting. Sharon will ask Clarissa for the most recent version of the article.

Patriots Day

The Committee spoke at length about the need to re-invigorate the Patriots' Day events in Arlington. Sharon reported on her meetings with Paul Graham of the Menotomy Minutemen and Bill McCarthy of the Parade Committee. It is likely that next year the Arlington parade will be held on Monday, but this year it will be up to the committee to develop events to bring people to Town Hall in anticipation of the arrivals of Paul Revere and William Dawes. After much discussion, the Committee developed a draft plan to hold an event at Town Hall from 11 to 1 p.m. on Patriot's Day. Tasks were assigned to develop the activity:

1. Sharon will contact Patsy Kraemer and confirm the availability of Town Hall.
2. Sharon will contact the libraries in communities through which the ride passes to discuss the viability of promoting a Twitter initiative to track Revere/Dawes on their routes. She will also contact the National Lancers.
3. Kirsi will investigate the process for setting up a hashtag or hashtags to track Revere and Dawes under one or two hashtag conversations.
4. Tom will contact five restaurants to explain our plan and see if they would be interested in selling food at the event.
5. Entertainment options: Kirsi will contact an Arlington woman who does Revolutionary War reenactments. Sharon will contact Arlington Friends of the Drama and Leland Stein for participation and/or advice.
6. Family Activities: Angela will contact Playtime to develop a budget for a sign-making activity for young people.
7. Coordination with Arlington Historical Society: Angela will be the liaison to the AHS and keep their plans and ours in coordination.
8. Outreach through the schools and other community groups will be key to success of this event.

There were no reports on the following items/areas of activity: Communication and marketing plans; EDSAT; Website; Visitor information

Old Business

There was no old business.

New Business

Howard Winkler presented an idea to establish an overlay historic district, to be named the Menotomy Historic District, in the Town of Arlington. The Committee was enthusiastic about the idea because the district would provide a defined area in which it could concentrate scenic byway initiatives and because it will allow Arlington to reclaim the name of Menotomy. Howard will contact the Historical Society to discuss documentary sources at our disposal for mapping the proposed district.

The Meeting was adjourned at 8:43 p.m.

The Committee will meet again at 7:00 p.m. on Weds, Feb 15th, in the Cutter Gallery of the Jefferson Cutter House. The entrance to this lower level gallery faces the Russell Common Parking Lot.

Respectfully submitted, Sharon Shaloo, Clerk